

# Trend #6: Hyperlocal Cocktails

Cocktail culture is reaching a new high – and the trend for local is going beyond the kitchen and into the bar



# Honeybees Take Jefferson Hotel by Swarm

Beekeeper David Stover lifts a frame from the hive on the Jefferson Hotel roof while Lemaire's executive chef, Walter Bundy, watches.



“...Cocktails such as the bee's knees, with lemon juice, honey and gin. And perhaps a specialty honey-wheat beer, made in partnership with a brewery such as Hardywood Park.”  
~Style Weekly June 12, 2012

# Hyperlocal Cocktails

- Ideas for your downtown:



## *Local Cocktail Crawl*



Encourage your restaurants to create a local cocktail – highlight them with a contest and a happy hour cocktail crawl event after work

# Trend #7: Virtual Farmers Markets

Companies like LuLu's Local Organics, Relay Foods, and Horse & Buggy Produce are creating virtual farmers markets...





# Virtual Farmers Markets ~ How do they work?

1. Farmer members upload their available meat, produce and other goods to the website
2. Consumer members go on-line and purchase these goods, using a shopping cart system
3. Farmers and consumers both go to “drop-off points” to either drop off their food or pick-up their orders
4. These “drop-off points” create an opportunity for you downtown



## Virtual food hub helps Virginia producers tap into

# LOCAL FOOD MARKETS

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During the economic recession, many family farmers and producer co-ops have been able to thrive by meeting the growing demand for local food among consumers, restaurants, food retailers, institutions (such as schools and health care facilities) and farmers markets. The Internet has been a valuable marketing tool for many of them.

In Virginia and Montana, an increasing number of producers are using a software program developed by Lulus Local Food, which helps to lower the barrier to market entry for small- to



Source: USDA Rural Cooperatives Magazine May/June 2011

<http://www.rurdev.usda.gov/rbs/pub/may11/may11.pdf>

Article discusses virtual food hubs and some of the ways communities are leveraging them to accomplish other goals.

# Ideas for your downtown:

1. Reach out to the virtual farmers markets operating in your community and offer to find them space in your downtown for a “drop off point”
2. Reach out to local businesses interested in hosting this spot and offer to help them accommodate the virtual farmers market customer (e.g. helping to buy a commercial fridge)
3. Inform nearby businesses about the schedule of pick-ups and encourage them to do special outreach to these customers



## Trend #8: Guerilla Gardening

**Definition:** a covert, unauthorized planting of flora or crops in a public location



Become a resistance fighter in the war against neglected public spaces!



# Guerilla Gardening



All about:

<http://www.guerrillagardening.org>

8-step how to:

<http://www.wikihow.com/Start-Guerilla-Gardening>



# Ideas for your downtown:

1. Create a map of “enemy territories” in your downtown,
2. enlist a guerrilla gardening attack squad,
3. conduct an overnight assault on ugly public spaces,
4. blog about the results





# Trend #9: Weddings Gone Country



# Weddings Gone Country

– *how your downtown can cash-in*

A trend in weddings (a multi-billion dollar industry) is for rural, destination weddings – done on the farm, often with a barn

Farms offer brides beautiful settings, lots of space of dancing, and sometimes, some food

However... there is much these facilities can't provide: lodging for guests, tuxedo rentals, floral arrangements, equipment rentals, food, drinks, etc.

...but your downtown can





# Ideas for your downtown:

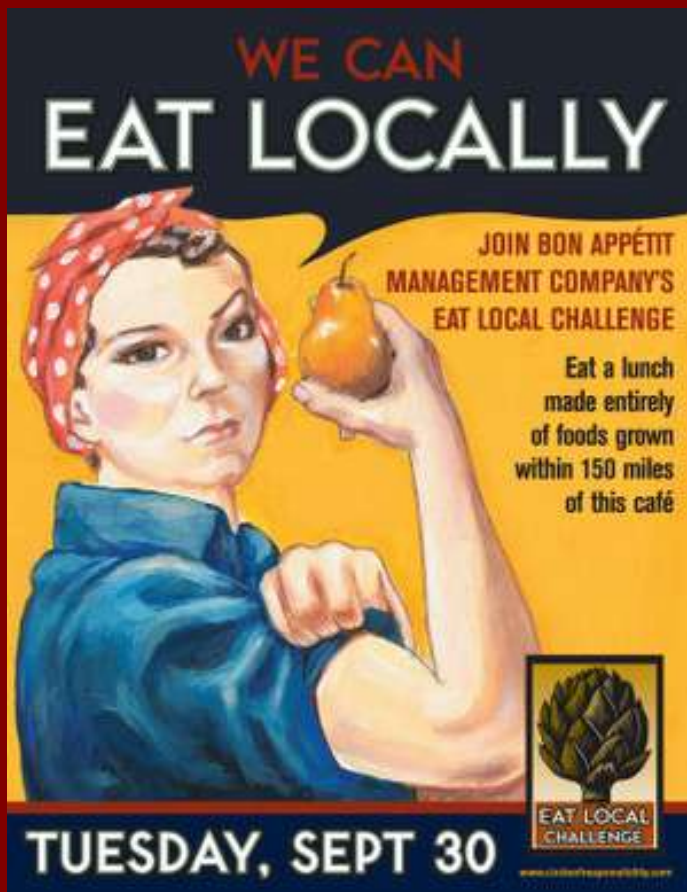
Cross reference your downtown businesses with what is needed to host wedding to create a menu of goods and services

Work with destination wedding locations on ways to cross promote one another



# Trend #10: Home Food Production

- An outgrowth of the interest in local food – is an interest in REALLY local food...



# Home Food Production

– *why this matters to your downtown*

- Backyard chicken coops
- Vegetable gardens
- Home pickling and canning

People are really interested in these topics, and often, these are the same people who'd be interested in downtown

People who: love local, crave authenticity and support community



# Ideas for your downtown:

Host events that engage locavores and brings them downtown

- An urban chicken festival or chicken swap
- A canning demonstration
- A backyard garden plant and equipment sale





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